ORDER

100305 Orders Order / Rev: Alt Order #: 06809909 Product Desc: NRSC 2012 Estimate: Flight Dates: 10/10/12 - 10/16/12 Primary AE: Amy McCreary Original Date / Rev: 04/13/12 / 09/19/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Strategic Media Services, Inc. Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% *Busel* National Republican Senatorial Comm **Advertiser** Name: A35+ New Business Thru: Demographic: Product Codes: PLI2,PLI1 Order Separation: 00:05:00 SELECT PRIORITY CODE Priority: Advertiser External ID:

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	114	\$86,250.00	\$73,312.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	114	\$86,250.00	\$73,312.50	0.00
Totals	114	\$86,250.00	\$73 312 50	0.00

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	31%	\$86,250.00
Market	100%	\$278.225.81

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$86,250.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$47,298.39
KTUD	1%	\$2,782.26
KVVU	17%	\$47,298.39
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,346.77

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Гime	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
-	E 1	KSNV	10/10/12	10/12/12	M-F 6-7a WakeUp w	WagM	6-7a		-WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
					M-F 6-7a WakeUp w	/Wagners									
		NEWS													
		<u>Star</u>	t Date	End Date	Weekdays Sp	ots/Week	<u>Rate</u>	Ratir	g						
	W	eek: 10/0	08/12	10/14/12	WTF	3	\$700.00	0.	00						

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Advertiser:

Estimate:

National Republican Senatorial Committe

Alt Order #:

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Product Desc:

Flight Dates:

10/10/12 - 10/16/12

NRSC 2012

KSNV

	01-1	.		В	O 1/5 LT	. "			.			
Ln Ch	Start	End	Inventory Code		Start/End T		Len Sp			Rtg Type \$		Amount
E 1 KSNV	10/10/1	2 10/12/12	M-F 6-7a WakeUp M-F 6-7a WakeU		6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
NEWS												
<u>Sta</u> Week: 10/	<u>rt Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$700.00	Rating 0.00						
E 2 KSNV	10/15/1	2 10/16/12	M-F 6-7a WakeU _l		6-7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
NEWS			M-F 6-7a WakeU	p w/Wagners								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	MT	2	\$700.00	0.00			0000 004	0.00.104		40.0
E 3 KSNV	10/15/1	2 10/16/12	Today Show Today Show	СМ	658a-9am	MT⊶⊷⊷	:30	4	\$900.001	0,00 NM	4	\$3,600.00
TODAY												
<u>Sta</u> Week: 10/	rt <u>Date</u>	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$900.00	Rating 0.00						
E 4 KSNV			Today Show	CM	658a-9am	~~WTF	:30	6	\$900.001	0.00 NM	6	\$5,400.00
7054			Today Show					-	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		Ū	40,700.00
TODAY	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				•		
Week: 10/		10/14/12	WTF	6	\$900.00	0.00						
E 5 KSNV	10/10/1	2 10/12/12	M-F Today Show		9-10a	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
TODAY	,		M-F Today Show	H								
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/	08/12	10/14/12	WTF	3	\$425.00	0.00						
E 6 KSNV	10/15/1	2 10/16/12	M-F Today Show M-F Today Show		9-10a	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
TODAY	•		Will Today Gliow	41								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ E 7 KSNV		10/21/12 2 10/16/12	MT M-F Today Show	III 4th RM	\$425.00 10am-11am	0.00 MT	:30	2	\$325.001	0.00 NM	2	ተርፑር ርር
L / KONV	10/10/1	2 10/10/12	Today 4th Hour	III -7(II KSIVI	Touris-Train	MI	.50	2	φ323,001	O.OO INIVI	2	\$650.00
TODAY												
<u>Sta</u> Week; 10/	rt <u>Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
		2 10/12/12	M-F Today Show		10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
TODAY	,		Today 4th Hour									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	WTF	3	\$325.00	0.00						
E 9 KSNV	10/10/1	2 10/12/12	Rachael Ray Rachael Ray	CM	11am-12pm	WTF	:30	6	\$325.001	0.00 NM	6	\$1,950.00
RR			Racilael Ray									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	WTF Rachael Ray	6 CM	\$325.00 11am-12pm	0.00 MT	:30	4	\$325.001	0.00 NM	4	\$1,300.00
	10,10,1	12 10/10/12	Rachael Ray	0111	Train Izpini	1.11	.00	7	ψ020.001	0.00 14141	7	Ψ1,500.00
RR	. d D. d	Cad Data	Modeles	Ct-04/I-	Dete	Detter						
<u>ਠਾਰ</u> Week: 10/	rt <u>Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$325.00	Rating 0.00						
E11 KSNV	10/15/1	2 10/16/12		СМ	12-1230pm	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
NEWS			Noon News									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/	/15/12	10/21/12	MT	2	\$425.00	0.00						
E 12 KSNV	10/10/1	12 10/12/12	Noon News Noon News	CM	12-1230pm	WTF	:30	3	\$425,001	0.00 NM	3	\$1,275.00
NEWS			MOON MEMS									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10			WTF	<u>3</u>	\$425.00	0.00	.00		#00C 004	0.00.131	_	4075.00
E 13 KSNV	10/10/	12 10/12/12		CM	1230-1p	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00

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Flight Dates:

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Advertiser:

National Republican Senatorial Committe

Product Desc:

NRSC 2012

KSNV

10/10/12 - 10/16/12

Estimate:

Ln Ch Sta	rt End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Snots	Amount
		The Agenda 1230	om		, ,,,,,o	шон ор	0.0	Trato 11)	1119 1300	opoto	7 tillouit
AGENDA		The Agenda 1230	pm								
Start Dat Week: 10/08/12	<u>End Date</u> 10/14/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$325.00	Rating 0.00						
E 14 KSNV 10/1	5/12 10/16/12	The Agenda 1230 The Agenda 1230		1230-1p	MT	:30	2	\$325.001	0,00 NM	2	\$650.00
AGENDA Start Dat			Spots/Week	Rate	Rating						
Week: 10/15/12 E 15 KSNV 10/1	10/21/12 5/12 10/16/12	=	CM	\$325.00 2pm-3pm	0.00 MT	:30	2	\$325.001	0.00 NM	2	\$650.00
DRS	- 1- 1	The Doctors	.		D. ()						
<u>Start Dat</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$325.00	<u>Rating</u> 0.00						
E 16 KSNV 10/1	0/12 10/12/12	The Doctors The Doctors	CM	2pm-3pm	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
DRS <u>Start Dat</u> Week: 10/08/12	e End Date 10/14/12	Weekdays	Spots/Week 3	<u>Rate</u> \$325,00	Rating 0.00						
E 17 KSNV 10/1			CM	3-4p	WTF	:30	6	\$450.001	0.00 NM	6	\$2,700.00
DI III		Dr Phil		·				·			,,
PHIL Start Dat	e End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12		WTF	6	\$450.00	0.00						
E 18 KSNV 10/1	5/12 10/16/12	Dr. Phil Dr Phil	СМ	3-4p	MT	:30	4	\$450.001	0.00 NM	4	\$1,800.00
PHIL				_							
<u>Start Dat</u> Week: 10/15/12		<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$450.00	Rating 0.00				,		
	5/12 10/16/12	News 3 at 4 (1/2 I News 3 at 4	hr) CM	4-430p	MT	:30	2	\$700.002	0.00 NM	2	\$1,400.00
NEWS Start Dat Week: 10/15/12		Weekdays MT	Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00						
		News 3 at 4 (1/2 l		4-430p	WTF	:30	3	\$700.002	0.00 NM	3	\$2,100.00
NEWS											
<u>Start Dat</u> Week: 10/08/12	10/14/12	<u>Weekdays</u> WTF	Spots/Week 3	*	Rating 0.00						
E 21 KSNV 10/1	0/12 10/12/12	News 3 at 430pm News 3 at 4:30PM	CM /	430-5pm	WTF	:30	3	\$700,002	0.00 NM	3	\$2,100.00
Start Dat Week: 10/08/12		<u>Weekdays</u> WTF	Spots/Week		Rating 0.00						
		News 3 at 430pm	СМ	430-5pm	MT	:30	2	\$700.002	0.00 NM	2	\$1,400.00
NEWS		News 3 at 4:30PM	/1								
<u>Start Dat</u> Week: 10/15/12		<u>Weekdays</u> MT	Spots/Week 2		<u>Rating</u> 0.00						
E 23 KSNV 10/1	5/12 10/16/12	M-F Early News M-F Early News	СМ	5-630p	MT	:30	2	\$1,100.002	0.00 NM	2	\$2,200.00
NEWS Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	MT		\$1,100.00	0.00						
E 24 KSNV 10/1	0/12 10/12/12	M-F Early News M-F Early News	СМ	5-630p	WTF	:30	3	\$1,100.002	0.00 NM	3	\$3,300.00
NEWS		·									
<u>Start Dat</u> Week: 10/08/12		<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$1,100.00	<u>Rating</u> 0.00						
E 25 KSNV 10/1			СМ	657-730p	WTF	:30	3	\$1,200.002	0.00 NM	3	\$3,600.00

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 Product Desc:
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Flight Dates: 10/10/12 - 10/16/12 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots Rate	Pri Rtg Type	∍ Spots	Amount
			M-F Jeopardy M-F Jeopardy								
JEP		E 15.		0 1 44/ 1	Б.	D ()					
_	Start Date 10/08/12	End Date 10/14/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$1,200.00	Rating 0.00					
E 26 KSN	IV 10/15/1	2 10/16/12	M-F Jeopardy M-F Jeopardy	СМ	657-730p	МТ	:30	2 \$1,200.	0.00 NN	1 2	\$2,400.00
JEP			W-1 Scopardy								
_	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$1,200.00	Rating 0.00					
		2 10/16/12		CM	730-758pm	MT'	:30	2 \$1,200.	002 0.00 NN	2	\$2,400.00
WHE	EL		M-F Wheel of For	tune							
_	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 2	Rate \$1,200.00	Rating 0.00					
		2 10/12/12	M-F Wheel	CM	730-758pm	WTF	:30	3 \$1,200.	002 0.00 NN	<i>1</i> 3	\$3,600.00
WHE	:Fl		M-F Wheel of For	rtune							
<u> </u>	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/08/12 IV 10/10/1	10/14/12 12 10/12/12	WTF M-F News 3 at Ele		\$1,200.00 11pm-1135pr	0.00 mWTF	:30	3 \$1,100.	002 0.00 NN	<u>1</u> 3	\$3,300.00
		12 10/12/12	M-F News 3 at El		r ipin-r roopi	II WII	.50	3 \$1,100.	0.00 NI		φ3,300.00
NEW	/S Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
	10/08/12	10/14/12	WTF		\$1,100.00	0.00					
E30 KSN	IV 10/15/1	12 10/16/12	M-F News 3 at Ele M-F News 3 at El		11pm-1135pr	m MT	:30	2 \$1,100.	002 0.00 NA	A 2	\$2,200.00
NEW			WIFF INEWS 3 at El	even							
_	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$1,100.00	Rating 0.00					
E 31 KSN	IV 10/15/	12 10/16/12			1135p-1237a	MT	:30	2 \$450.	002 0.00 NN	A 2	\$900.00
TON	SHOW		Tonight Show								
-	Start Date 10/15/12	End Date 10/21/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00					
		10/21/12			\$450.00 1135p-1237a		:30	3 \$450.	002 0.00 NN	И 3	\$1,350.00
TON	SHOW		Tonight Show		·			,			* - 1
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	10/08/12	10/14/12	WTF	3	\$450.00	0,00				_	
E 33 KSN	10/16/	12 10/16/12	Tues PR 8-10p Tuesday Prime 8	CM -10pm	8-10pm	-T	:30	1 \$3,600.	0.00 Nr	VI 1	\$3,600.00
LOS		C-4 D-4-	Note alasta es	O4-6811-	D-4-	D. C.					
-	Start Date 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$3,600.00	Rating 0.00					
E 34 KSN	NV 10/10/	12 10/10/12	•	CM	10-11pm	W	:30	1 \$3,200.	0.00 Ni	VI 1	\$3,200.00
L&O			Wednesday Prim	ie 10-11pm						1	
-	Start Date	End Date	Weekdays w	Spots/Week	Rate	Rating					
·	10/08/12 NV 10/13/	10/14/12 12 10/13/12		SATURIM	\$3,200.00 6a-7a	0.00 S-	:30	1 \$350.	.001 0.00 NI	M 1	\$350.00
			News 3 Sunrise S			_		. ,			Ψ000,00
NEV	vs Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week:	10/08/12	10/14/12	S-	1	\$350.00	0,00				_	
E36 KSN	vV 10/13/	12 10/13/12	Saturday Today Saturday Today	СМ	7a-9am	S-	:30	1 \$600	.001 0.00 NI	VI 1	\$600,00
	TODAY	E-15 /		0		5.0					
	Start Date 10/08/12	End Date 10/14/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$600.00	<u>Rating</u> 0.00				1	
		12 10/13/12	···········	СМ	9am-930am	S-	:30	1 \$500	.001 0.00 Ni	VI 1	\$500.00

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Advertiser:

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Alt Order#;

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Product Desc: NRS

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KSNV

Flight Dates:

10/10/12 - 10/16/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End 1	ime Days	Len Sp	ots Rate	Pri Rtg Type S	pots	Amount
		•	News 3 Today - S								
NEWS			News 3 Today - S	oA1							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating			1		
Week; 10/	/08/12	10/14/12	S-	1	\$500.00	0.00					
E 38 KSNV	10/15/1	2 10/16/12	Wake Up Early w	/Wagn@M	430a-5a	MT	:30	1 \$200,00	1 0.00 NM	1	\$200.00
EADLY	TODAY		Wake Up Early V	Vagners							
	TODAY ort Date	End Date	Wookdaye	Snote/Maak	Date	Rating					
<u>ى مى يى</u> Week: 10		10/21/12	<u>Weekdays</u> MT	Spots/Week 1	<u>Rate</u> \$200.00	0.00					
			Face to Face w/ I		630-657pm	MT	:30	2 \$900,00	1 0.00 NM	2	\$1,800.00
		,	Face to Face w/					_ ,,,,,,,		_	4 .,0 4 0.00
FACE									1		
-	art Date	End Date	Weekdays	Spots/Week	. <u>Rate</u>	Rating					
Week: 10/		10/21/12	MT	2		0.00	-00	4 6005.00	0.00.4184		****
E 40 KSNV	10/13/1	2 10/13/12	Weekend Jeopar WKND Jeop/Who	•	657-8pm	S-	:30	1 \$325.00	3 0.00 NM	1	\$325.00
WH/JE	P		variant acopyvan	GC1							
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10	/08/12	10/14/12	s-	1	\$325.00	0.00					
E41 KSNV	10/13/1	2 10/13/12	Sat PR 10-11p	CM	10-11pm	S-	:30	1 \$1,000.00	3 0.00 NM	1	\$1,000.00
O) ##			Saturday Prime	10-11pm							
SVU	art Data	End Data	Mookdaya	Spots/Week	Data	Dating					
<u>عاد</u> Week: 10	art Date /08/12	End Date 10/14/12	<u>Weekdays</u> S-		<u>Rate</u> \$1,000.00	Rating 0.00					
			Sa-Su News 3 at		11pm-1135p		:30	1 \$1,000.00	2 0.00 NM	1	\$1,000.00
	10/10/1	2 10/10/12	Sa-Su News 3 at		. , p	5,11	.00	, 41,000.00	0.00 11111	•	Ψ1,000.00
NEWS											
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10		10/14/12	\$-		\$1,000.00	0.00					
E 43 KSNV	10/13/1	12 10/13/12	Saturday Night Li		1130pm-1:0	2amS-	:30	1 \$1,400.00	0.00 NM	1	\$1,400.00
SNL			Saturday Night L	ive							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/14/12	S-		\$1,400.00	0.00					
E 44 KSNV	10/14/1	2 10/14/12	News 3 Sunrise -	SUNDAM	6a-7a	S	:30	1 \$350,00	0.00 NM	1	\$350.00
			News 3 Sunrise	SUNDAY							
NEWS					5.	ъ. и					
<u>Sta</u> Week: 10	art Date	End Date 10/14/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$350.00	<u>Rating</u> 0.00					
			Sunday Today	CM	7a-8am	S	:30	1 \$500,00	0.00 NM	1	\$500.00
L40 KONV	10/14/1	12 10/1-7/12	Sunday Today	OW	ra-oam	· · · · 3	.50	1 \$300,00	7 0.00 NW	,	φ500.00
SUN T	ODAY										
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10		10/14/12	S	1	\$500.00	0.00					
E46 KSNV	10/14/1	12 10/14/12	Meet the Press	CM	8a-9am	S	:30	1 \$1,300.00	0.00 NM	1	\$1,300.00
MTP			Meet the Press								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/14/12	S		\$1,300.00	0.00					
			News 3 Today W		9a-930am	S	:30	1 \$500.00	0.00 NM	1	\$500.00
			News 3 Today						i		
NEWS			147 1			B. II					
	art Date	End Date	<u>Weekdays</u> S	Spots/Week		Rating					
Week: 10		10/14/12	Chris Matthews 9	ገ የጸውልክለውክለ	\$500.00	0.00	,30	1 6500.00	11 0.00 MM	4	ቀደለስ ስና
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Totals

114

\$86,250.00

Order / Rev: 100305 Advertiser: National Republican Senatorial Committe Alt Order #: 06809909 Product Desc: NRSC 2012 **KSNV** Flight Dates: 10/10/12 - 10/16/12 Estimate: Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount NFL Football NFL Football SNF Start Date **End Date** Weekdays Spots/Week Rate Rating ----S Week: 10/08/12 10/14/12 1 \$6,500.00 0.00 1 \$1,000.002 E 50 KSNV 10/14/12 10/14/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 0.00 NM \$1,000.00 Sa-Su News 3 at Eleven **NEWS** End Date Weekdays Spots/Week Rating Start Date Rate Week: 10/08/12 ----S 1 \$1,000.00 10/14/12 0.00